

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Acme Machine & Welding, LLC

#### Manufacturing Extension Partnership of Louisiana

#### Acme Machine & Welding Grows Through Internet Marketing

##### Client Profile:

Acme Machine & Welding is a manufacturer of machined parts for cranes, winches, jacking systems, gear boxes, and various engineered products throughout the U.S. The industries they serve range from oilfield to agriculture to space exploration. Founded in 1985 in Covington, Louisiana, the company employs 23 people.

##### Situation:

Acme Machine & Welding was looking for ways to increase visibility among their target markets. The company couldn't get their name out to potential customers without sending a salesman. They did not have any internet sales and wanted to increase awareness of their services among their target markets through their website. The company contacted the Manufacturing Extension Partnership of Louisiana (MEPoL) a NIST MEP network affiliate, for help.

##### Solution:

MEPoL Project Director Merlin Bodin helped Acme Machine & Welding obtain a strong Internet presence and claim valuable "online real estate" through regular search engine submissions. These services include submitting the company's name, a description of the company, its website and keywords to the major U.S. and international search engines. The service is done weekly, and the cost is \$250 a year. The company has since picked up several customers based on their website. They use it as a sales tool. Due to the additional customers, Acme Machine & Welding had to hire new employees to pick up work flow.

##### Results:

- \* Increased sales by \$200,000.
- \* Hired 15 new employees.
- \* Invested \$1.5 million in their plant and expanded services to include fabrication and pumps.
- \* Achieved more diversity in customer field.

##### Testimonial:

"I find that because of MEPoL we have been able to reach a customer base that we were not able to be reach before. I feel comfortable working with the staff at MEPoL. The professionalism and being able to troubleshoot has saved us time and money. We are currently working with MEPoL to better outfit our company with efficiency."

Tabetha A. Camaille , Production Control & Internet Relations

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